

What is claimed is:

1. A search system comprising:

5 a plural number of transmitting apparatuses, each having a transmitting means for transmitting a unique information through a channel for exclusive use thereof;

10 a receiving apparatus, having a receiving means for receiving the unique information transmitted through a predetermined channel and a search request means for requesting a search on the unique information which is transmitted through a channel other than that predetermined channel; and

15 a search apparatus, having a receiving means for receiving the unique information transmitted through the respective channels for exclusive use thereof, a storage means for storing the unique information received by said receiving means, a search means for searching the unique information stored in said storage means upon the search request from the search request means of said receiving apparatus, and a transmitting means for transmitting a content which is searched by said search means to said receiving apparatus.

20 2. A search system, as defined in the claim 1, wherein said receiving apparatus displays a search screen information which is transmitted by said transmitting means, so that the search request can be made by operating the search screen displayed.

25 3. A search system, as defined in the claim 1, wherein said receiving apparatus has a safekeeping means for safekeeping a history of information which is received, and a transferring means for transferring the histories which are kept in said safekeeping means.

30 4. A search system, as defined in the claim 1, wherein said unique information includes a guide information on programs, and information about contents of the programs.

5. A search system, as defined in the claim 1, wherein said search apparatus has a charge determining means for determining charge information to be paid depending upon a content which is searched by said search means or an amount thereof.

5 6. A search system, as defined in the claim 1, wherein said search apparatus has a viewer trend information forming means for forming a viewer trend information, upon basis of the search requests which are requested from said search request means or the histories which are transferred from said transferring means.

10 7. A receiving apparatus for receiving transmissions from a plural number of transmitting apparatuses, each having a transmitting means for transmitting a unique information through a channel for exclusive use thereof, comprising:

15 a receiving means for receiving the unique information which is transmitted through a predetermined channel; and

a search request means for making a search request for the unique information which is transmitted through a channel other than the predetermined one.

20 8. A receiving apparatus, as defined in the claim 7, further comprising:

a display means for displaying a search screen information which is transmitted by said transmitting means, so that the search request can be made by operating the search screen displayed.

25 9. A receiving apparatus, as defined in the claim 7, further comprising:

a safekeeping means for safekeeping a history of information which is received; and

a transferring means for transferring the histories which are kept in said safekeeping means.

10. A receiving apparatus, as defined in the claim 7, wherein
said unique information includes a guide information on programs,
and information about contents of the programs.

11. A search apparatus, for receiving transmissions from
5 a plural number of transmitting apparatuses, each having a
transmitting means for transmitting a unique information through
a channel for exclusive use thereof, and for accepting a search
request from a receiving apparatus having a receiving means for
receiving the unique information which is transmitted through a
10 predetermined channel and a search request means for making a search
request for the unique information which are transmitted through
channels other than the predetermined one, comprising:

15 a receiving means for receiving the unique information which
are transmitted through channels for exclusive use thereof;

20 a storage means for storing the unique information which
are received by said receiving means;

25 a search means for searching the unique information which
are stored in said storage means upon a search request from the
search request means of said receiving apparatus; and

30 a transmitting means for transmitting a content which is
searched by said search means to said receiving apparatus.

12. A search apparatus, as defined in the claim 11, wherein
said unique information includes a guide information on programs,
and information about contents of the programs.

25 13. A search apparatus, as defined in the claim 11, further
comprising:

30 a charge determining means for determining charge
information to be paid depending upon a content which is searched
by said search means or an amount thereof.

30 14. A search apparatus, as defined in the claim 11, further

comprising:

a viewer trend information forming means for forming a viewer trend information, upon basis of the search requests which are requested from said search request means or the histories which are transferred from said transferring means.

15. A search method, comprising the following steps:

an accepting/starting step for starting a service to a specific user, upon receipt of information relating to the specific user;

10 a searching step for searching information which are transmitted from a broadcasting station, upon the search request from said specific user; and

a transmitting step for transmitting a content which is searched in said searching step to said specific user.

15 16. A search method, as defined in the claim 15, wherein the information transmitted from said broadcasting station include a guide information on programs, and information about contents of the programs.

20 17. A search method, as defined in the claim 15, wherein said information relating to the user include at least either one of an address, a name, an age, an occupation, a telephone number, a mail address, a card number, an account number of bank, a test information, an approval of start of service, and a consent of supplying a history of audience.

25 18. A search method, as defined in the claim 15, further comprising:

a charge determining step for determining charge information to be paid depending upon a content which is searched in said search step or an amount thereof.

19. A search method, as defined in the claim 15, further comprising:

a viewer trend information forming step for forming a viewer trend information upon basis of the search.